

Local Food Promotion Program (LFPP) Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by LFPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

Report Date Range: (e.g. September 30, 20XX-September 29, 20XX)	September 30 2014 to September 30 2016
Authorized Representative Name:	Kristen Lehua Dircks Ah Sam
Authorized Representative Phone:	808-889-0404
Authorized Representative Email:	director@kohalavillagehub.com
Recipient Organization Name:	Feed Hawaii, Inc. dba Kohala Village HUB
Project Title as Stated on Grant Agreement:	Kohala Food Hub: Developing a Community Center to Strengthen North Kohala's Local Food System and Generate Employment Opportunities
Grant Agreement Number: (e.g. 14-LFPPX-XX-XXXX)	14-LFPPX-HI-0049
Year Grant was Awarded:	2014
Project City/State:	Hawi, HI
Total Awarded Budget:	\$99,490.00

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

- ☐ Same Authorized Representative listed above (check if applicable).
- ☐ Different individual: Name: _____; Email: _____; Phone: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

Goal/Objective 1: Support existing producers and stimulate new business opportunities in the local agriculture and food sector.

- a. Progress Made: Our Community Kitchen has been up and operating since May of 2016. Monday-Tuesday the kitchen is open and available to Value Added Producers and Farmers to utilize as a certified facility to get their products to market. Wednesdays-Sundays the Kitchen is turned over to the Kohala Village HUB PUB, where up to 90% of the food served on average is local and/or organic. Products made by VAP in the kitchen are used throughout the menu of the HUB PUB. VAP products are also featured in the HUB SHOP in a limited ability. Some of the VAP have also provided arts and crafts for the SHOP as well, providing these VAP with a diversified revenue stream.
- b. Impact on Community: The access to the kitchen has supported at least 3 VAP to create economic opportunities for themselves. This includes Brione’s Fermented Foods, Spicy Ninja Hot Sauce, and West Side Confections. We are currently also working with VAP applications for a Coconut water producer, a dry spice blends producer, a baker, and a local farmer who is turning their crops into Chai Tea mixes, kimchi, and macadamia nut butters. We found that many VAP do not have the training for food safety certification or the insurance coverage to allow them to use commercial kitchens. Our staff are working with these VAP to help them get the food safety certifications as well as adequate insurance for food production.
The HUB PUB restaurant continues to work with our non-profit Feed Hawai’i to identify and source local products and produce. With the help of the non-profit’s food hub services, the restaurant now sources from over 28 local farmers and food producers. Of the 28 local farmers and food producers 22 are located within the Kohala district, and 18 are located within 15 miles of the community kitchen and restaurant.

Goal/Objective 2: Increase access to, and consumption of, local agriculture and food products by consumers.

- c. Progress Made: The HUB SHOP is open 7 days a week and provides access to limited amounts of VAP products to our community consumers. The HUB PUB, with the help of our food hub services has also managed to provide a 90% locally sourced menu for local consumers at a very affordable price. The HUB PUB adopted the goals of Feed Hawai’i to provide our community with healthy, local and affordable choices for local consumption. The access to our community kitchen has also allowed the VAP to provide their products to restaurants and stores around Kohala district.
- d. Impact on Community: Since the beginning of this project we have seen an increase of other local stores and restaurants also using and promoting local products and produce. We feel that this is possible because farmers and VAP are better supported and are able to produce a larger amount of product that then can be provided to a larger community. West Side Confections baked

products are featured in 3 other restaurants, and the fermented foods are being sold at Farmer's Markets, our HUB PUB and SHOP, and at other restaurants.

Goal/Objective 3: Integrate educational programs into all supply- and demand-side activities to create lasting change in the community.

e. Progress Made: Feed Hawai'i's Food Manager has developed a comprehensive training program for VAP to utilize the community kitchen. The training program instructs on the best practices for handling and preparing food, as well as packaging and storing food items. This kitchen training is valuable for VAPs who have not had food safety training before. While the training does not officially certify VAP, it is good training that the VAP applies to their food production and ensures the best food quality for our community.

Feed Hawai'i's Food Hub services also works with the VAP and farmers to help educate them on best businesses practices, which helps them be able to provide their products to other restaurants and stores with more ease. This includes assisting the farmers and VAP in preparing cut list and product order sheets, communicating affectively with businesses locally, preparing proper invoices, and providing top quality product that is delivered in an appropriate fashion. In addition our ED and Project Manager is working with the Kohala High Schools to prepare a Jr. Chef program that will train 6-10 high school student a year on food nutrition and preparations. Feed Hawai'i is also working with the School Gardens and the upcoming Farm-2-School pilot project for North Kohala Complex schools. This collaboration is designed to get students at public schools in Hawai'i to grow their own food and provide it to the cafeteria for their own school lunches. Feed Hawai'i is also working with the Farm-2-School coordinator to source local food products from farmers in the Kohala district, and we are developing our food hub to be the local distributor for the school's cafeteria, linking the school up with our 28 plus farmers and food producers.

Workshops on food preparation have also been conducted by Feed Hawai'i and partner organizations like Hawai'i Farmer's Union United to share best practices in preparing foods like fermented foods, local fresh crops, and cultural foods.

f. Impact on Community: The impact of the training and education programs is huge. There are over 800 meals served daily at the schools with less than 10% of the menu being sourced in Hawai'i, let alone locally. Our work with training VAP and farmers and assisting the Farm-2-school project provides are farmers with a high demand for locally sourced food produce and products. It will take another year to work with the school to adjust their menu to be local focused, as well as for our food hub to work with farmers to plan crops and yields that can provide for the school lunches. Our trainings with the food producers will allow their products to be available to the schools through our distribution systems with the DOE, which would not be possible on an individual food producer basis with DOE, as the DOE will not work with individual providers, but rather chooses to work with a distributor.

In addition, the work we are doing to educate the youth about farming and local food production goes a long way in training our community to value local food products. This community buy-in that occurs with these educational programs is critical to support long term local food productions generationally. Our community will be placed in our food production system from a very young age.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 20__). Include further explanation if necessary.
- i. Number of direct jobs created: 8 total: 1 – Project Manager, 1 – Food Manager, 1 – Food Programs Coordinator, 1 – website developer, 1 – graphic artist, 1 – workshop instructor, 4 – Value Added Producers, 1 – Kitchen Manager
 - ii. Number of jobs retained: 8 1 – Project Manager, 1 – Food Manager, 1 – Food Programs Coordinator, 1 – website developer, 1 – graphic artist, 1 – workshop instructor, 4 – Value Added Producers, 1 – Kitchen Manager
 - iii. Number of indirect jobs created: 28 + (at least one per every VAP and Food producer we work with through our food hub services.
 - iv. Number of markets expanded: at least 4 with the Farmer’s market of Hawi and Waimea, and Takata stores and the local coffee shop featuring products of our farmers and VAP.
 - v. Number of new markets established: 2 – HUB SHOP and HUB PUB restaurant
 - vi. Market sales increased by \$n/a and increased by n/a%.
 - vii. Number of farmers/producers that have benefited from the project: 36+
 - a. Percent Increase: 0%

Same percentage as last years report. We have 28 food producers being supported by the HUB SHOP and HUB PUB restaurant. We are also working with at least 8 more farmers and VAP to get their business models up and products ready for distribution.

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?
- We have continued to see an expansion of our customer base throughout the lifetime of this grant. The low food prices at the shop and restaurant bring in local community members on low or even fixed incomes. Our community center that is operated by Feed Hawai’i has provided a general sense of a community gathering space, and Feed Hawai’i provides sponsorships for community members on low incomes to take classes, workshops, and to participate in community events that feature local artists and food producers. Throughout the life of the grant, over 30 families have participated in our educational food programs and workshops.

4. Discuss your community partnerships.

- i. Who are your community partners?

Kohala Village, LLC has provided a free license on all HUB facilities – including classrooms, community meeting/gathering spaces, and the food HUB facility (which includes existing commercial kitchen/restaurant equipment and supplies valued at over \$100,000). The license agreement was formally executed in March 2015, a copy of which can be made available upon request; its value over the project period is estimated at over \$240,000. Kohala Village, LLC has also provided funds for the food HUB facility renovations following a major flood in December 2014, as described in Section #10. It also provides discounted lodging on its inn rooms for HUB program participants. The LLC has committed to continue contributing facilities and other support to the project over the foreseeable future.

Takata’s Grocery Store partnered with the HUB to conduct community surveys during the week of October 20-24, 2014, allowing the HUB to set up a booth outside the grocery store – the only large food market in the region. Takata’s has committed to continue providing its facility as a space for community surveying, as needed.

Kohala Elementary, Middle and High Schools distributed food HUB surveys to families of students. This allowed the HUB to gain critical information from a large percentage of area families. In addition to providing Feed Hawai'i with a dedicated community to survey and engage, these schools are also working with us to get the products of their school gardens out to the markets and into their own cafeterias. Feed Hawai'i will continue to collaborate with the personnel and students at these schools to develop further educational programs for the youth of Kohala centered on food production from farming to preparing meals for their tables.

Hawaii'i Farmers Union United is a state wide union that supports the work of farmers and food producers. The Farmers Union will continue to work with the HUB as a connection to the local producer community, and will continue meeting at the HUB facilities for the foreseeable future.

The Kohala Institute at Iole continues to be a community partner. They are developing a commercial kitchen that will become available in the near future for VAP to access. They are also program partners for workshops, retreats, and are helping us to organize a food solutions summit for 2017.

The Kohala Center partners with the HUB to provide free community workshops on Farm Financing, Agriculture Development, and Coops. The Kohala Center provides the materials and facilitators and the HUB provides facilities and support with marketing and promotion. Three workshops were offered so far in 2015. Feed Hawai'i continues to work with the Kohala Center to provide food hub services to our community which include business plan development, food safety training, and collaboration for the 2017 food solutions summit.

Kohala Village HUB PUB is a for profit restaurant that is partnering with Feed Hawai'i to provide quality locally sourced food at very affordable rates to our community. The HUB PUB is providing the maintenance of the community kitchen and is committed to serving locally sourced products and supports VAP using the community kitchen by providing professional chefs to work with the VAP and students, as well as a Kitchen Manager who operates the kitchen.

Hawai'i Department of Ag Farm-2-School Project is the latest partner of Feed Hawai'i. Feed Hawai'i is developing our distribution program with HDOA and our local farmers and producers to be able to provide adequate locally sourced food products to be used in the Kohala School complex cafeteria.

28 Big Island Farmers and Producers

Ahualoa Goat Cheese: Local Farm

Aikane: Local Nursery and Farm

Bee Devine Honey: Local Farm

Big Island Coffee Roasters: Local Coffee Farmers

Blue Dragon Farms: Local Organic Farm

Brione's Fermented Foods: Local VAP

Dan Trumpy: Local Organic Macnut Farm

Fish House: Local Fishermen

Grace Farms: Local Organic Farm

Hamakua Macnuts: Local farm

HIP Ag: Local Organic Farm, Producer and Educational non-profit

Hula Halau O Kukui Aloha O Kohala Farms: Local Organic Farm

Inspired by the Sun: Local edible flowers

Island Harvest: Local Organic Farm and Honey Producer

Joshua Vanderhoff: Local VAP

Kahua Ranch: Kohala Ranch

Kohala Institute Farm: Local Organic Farm

Kohala Organic Produce: Local Organic Farm

Kona Fish Company: Big Island fishermen

Kuaiwi Farms: Local coffee and chocolate farm

Kukui Gardens: Local Farm and VAP
Kukuipahu Ranch: Local citrus producers
Lokahi Sanctuary Gardens: Local Organic Farm
Lone Palm: Local Farm
Mamane Bakery: Local Bakery and Food Producer
Marian Tompkins: Local Farmer/Producer
Na Pua Li'I Hermitage: Local Organic Farm
Randee Golden: Local Farmer
Rincon Family Farms: Local Farm
Sage Farms: Local Organic Farm
Sa'o Vaefaga: Local Farmer
Samuel Fleshman: Local VAP
Spicy Ninja Hot Sauce: Local VAP
Starseed Farms: Local Organic Farm
Sunrise Farms: Local Farm
The 'Ulu Co-op: Co-op of local 'ulu farmers
Tommy Gomes: Local Farmer
Westside Confections: Local Food Producer

- ii. How have they contributed to the overall results of the LFPP project?

These partners and food producers were critical for the success of the LFPP project. The community partners enriched our educational programs and food hub services while the amount of local farmers and producer we worked with has directly impacted our ability to get more local food out to our community.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant?

We are continuing our partnership with our community partners on several different projects in 2017 and beyond: The Farm-2-School Project in Kohala, the King's Bread Basket Food Summit, The Jr. Chef and School Gardens Projects, Hanai Kohala Workshop on local food production. Our work with our VAP and farmers will also continue to expand our food hub services, and we hope to continue to grow our services and our food producers in our community. We anticipate a 50% increase of food producers in Kohala in the next 2 years based on the growth we have seen during the life of the grant.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project?

The main contractors who have conducted the work include the Project Manager, Dana Shapiro, M.Sc., the Website Designer/Developer and Logo Designer, Mishi Clauberg, a local photographer, Malia Welch, who was commissioned to photograph local farmers and food producers for the HUB's first food-related art exhibit, and Carl Miller, a graphic designer who has helped to develop our promotional materials. Mishi has contributed by developing the website, a preliminary version of which can be found at: <http://www.kohalavillagehub.com>. Malia has contributed by taking photographs of local producers for use in the HUB's first educational art exhibit featuring local farmers and food producers to educate both community and visitors about the hard working and talented growers who produce Kohala's local food. Carl Miller is an employee of Touching the Earth, and has provided the graphic designs of our brochures, business cards, exhibit boards, and will work with farmers in the future to help develop promotional materials

for them. Dana is no longer contracted through the grant, but continues to be a consultant. Lehua Ah Sam has been hired as the Executive Director of the Kohala Village HUB and has taken on the responsibility as the Project Manager.

6. Have you publicized any results yet?*

- i. If yes, how did you publicize the results? We have no real results to publicize, but we are working on publicizing the surveys taken in 2014 as many of our partners have found the info valuable in their own projects.
- ii. To whom did you publicize the results? Our surveys will be published on our website.
- iii. How many stakeholders (i.e. people, entities) did you reach? n/a

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work?

- i. If so, how did you collect the information? We conducted one community survey in 2014. There is interest in conducting an updated survey which will also be utilized by the North Kohala Community Development Plan Action Committee to measure the success of the CDP goals for 50% local food sustainability in Kohala by 2018.
- ii. What feedback was relayed (specific comments)?
 1. Community has generally valued locally grown products but has commented that they often feel locally sourced food is too expensive for every day consumption
 2. There is a need for community education in how to value locally sourced food as a viable option for the majority of our communities tables.
 3. The Kohala community is dedicated from the schools to the business to encouraging farming and local food production as a viable economic generator for our rural community.

8. Budget Summary:

- i. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: ☐
- ii. Did the project generate any income?
 - a. If yes, how much was generated and how was it used to further the objectives of the award?

\$2,113.00 was collected in program fees from Keiki in the Kitchen and Keiki Healthy Cooking Courses as well as our Food as Medicine workshop. The income generated was used to pay for supplies for the program and to help sponsor students who could not afford the registration fee. Of the \$2,113.00, \$475.70 remains to be used towards supplies and youth sponsorships for education programs at the HUB. This is all included in the HUB's matching funds. Other services were provided as a part of the funding for this project. Funds will be generated in the future for use of the community kitchen by VAP.

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
 1. The community is very supportive and very hungry for a better system to support our local food producers and consumers. The challenge lies in our rural location which limits our food producers access to markets outside of Kohala. Kohala's markets will always be limited by our community's size and financial demographics. Many farmers are in a limbo between scaling up to provide more product and having a dedicated market larger than North Kohala to deliver their product to.
 2. Local food products are affordable for individuals and businesses. The HUB PUB has managed to keep it's food costs within the 30% range which is on the higher end of the average food costs for restaurants, while still managing to keep menu pricing affordable. Local food is still not comparable to produce sold at Costco or other large chain stores, but our community is slowly realizing the value of supporting local rather than saving cents on produce from larger chain stores.
 3. Employee training and vetting is crucial when working in any developing business let alone one located in a rural community. The project struggled to locate and hire a food branch manager during the course of the grant. It was extremely difficult to locate someone locally who had the skill set as a Food Manager. Feed Hawai'i eventually located it's food manager from outside of Kohala. The Food Manager found the project and the position extremely challenging and ended up being released from the project in May of 2016. It took over a year to hire Jeremy Peckham, and after his release in May, we have not been able to find a suitable replacement for him during the life of the grant. Since the completion of the grant, we have identified our new Food Branch Director, Gregory Ferris. Chef Greg will begin in January of 2017. During the grant we also lost our Project Manager Dana Shapiro to other projects, as well as our Food Programs Coordinator Jane Lee. Jane was replaced by a Program Coordinator in October 2015, but that Program Coordinator also left the project at the end of 2016. Feed Hawai'i understands that the demands of the project were great, and the resources in our community very limited. We are confident that our new programs team hired in early 2017 with the help of Greg Ferris and our community partners will be able to see an expansion of the Food Hub project here at Feed Hawai'i.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - i. We were unable to establish our CSA program. Most farmers expressed their desires to manage their own CSA programs rather than go through a food hub. We were also not able to hire enough staff through this grant to support a kitchen staff to prepare the CSA meals that we had intended to launch through this grant. Feed Hawai'i still hopes to develop a CSA program with our partner the HUB PUB in the next year. Our goal is to get government funding to help subsidize meals for senior

citizens as a way to support the CSA program. We will also be utilizing the staff of the HUB PUB to prepare the meals.

- ii. We also did not develop a CSA software or aggregation system as we found that many other organizations in the state are already focused on this work. Farm Links Hawai'i is an example of an online tool that helps farmers get their produce out directly to the community. Feed Hawai'i is developing a partnership with the creators of Farm Works to provide this service to our food producers here in Kohala.
 - iii. Yield planning and crop production is another area we were hoping to develop with our farmers here in Kohala. Rather than developing the software ourselves we have found other organizations that have developed this software for farmers like the program Smart Yield. Feed Hawai'i is working on it's partnership with the creators of Smart Yield to provide this program to our Kohala farmers.
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:
- i. Tracking financials and results for the project is very critical and it is recommended that a full time position is hired to handle the coordination and documentation of projects like this. Having a part time staff work on this project proved to be extremely challenging with our non-profit also experiencing growth and re-organization.
 - ii. The success of our project really came from the partnerships and collaborations we created through this project.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

Feed Hawai'i will continue to develop it's food hub services. It has become apparent that there is a need for them in our community. As our community is organizing around the local food production movement, we have identified some gaps that we are hoping to fill in the next 5 years. These gaps are more access to community kitchens and cold storage, need for a distributor with a mini-gap certification, need for business development services and marketing, an assessment of the current supply and demand of the community for local food products. Feed Hawai'i will continue to work with our community partners to develop these areas of service for our community.

- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

Feed Hawai'i will work with the North Kohala CDP Food and Agriculture sub committee to survey our community on consumption of local food products, focusing on costs and availability to local community members. This survey will help direct the work of our food hub services and or community development of food production through or food hub. This will occur near the end of 2017. Feed Hawai'i is also conducting a Food Solutions Summit that will be an annual event focusing on how our community and the state is addressing gaps and challenges in food production.